

The Greatest of Our Splendid Sales

NORTH ENTRANCE, MAIN AISLE.

Colored Wash Goods Department.

During this season we have shown the largest lines of colored wash materials ever shown in this city. For this sale we will make special price reductions. Below we quote a few:

AVALON BATISTE—31-in. wide, in all shades and designs, such as blues, pinks, tans, greens, whites, pink and white and blue and white, in small and Persian designs; reduced from 15c to..... **10c**

31-IN. VASSAR BATISTES AND PERSIAN LAWNS—In all the latest, newest and prettiest designs and colorings, at this sale they will be reduced from 20c and 25c, to..... **15c**

LENO APPLIQUE AND EMBROIDERED SWISSES—All new and stylish designs, in all the latest colorings, including blue and white, black and white, pinks, blues, tans, greens, in small Persian designs. These are regular 25c and 35c goods; at this sale we will sell them..... **19c**

20-IN. INDIA DIMITIES—Neat and pretty designs and colorings; mostly small patterns and stripes. Stripes, dots, foulards and small floral designs suitable for children and ladies' dresses. Our very best goods, at this sale, WAS 25c and 35c, now..... **19c**

20-IN. MERCERIZED SATIN STRIPE—In plain colors only, such as pinks, blues, greens, grays, canaries, etc. This is a new fabric, and for this sale we will reduce them from 30c to..... **22c**

POINT DE VENISE—29 inches wide and something new and very stylish, in small figures and Persian designs. This is a very popular fabric for Midsummer Dresses. Our price during this sale reduced from 30c to 25c..... **22c**

MERCERIZED LENO—A NEW LACE STRIPE novelty, in plain colors only, such as pinks, blues, greens, tans and yellows; suitable for street and evening gowns. At this sale we will reduce from 35c to 25c..... **22c**

MERCERIZED SATIN DENTELLE RAYE—THIS IS A NEW SATIN STRIPE novelty, in the new lace stripes, and all the latest colorings, such as blues, tans, pinks, white and black and black and white. During this sale reduced from 50c to 20c..... **22c**

Mercerized Sicilians. A NEW FABRIC in plain colors only, very suitable for street and evening dresses, such as pinks, blues, tans, greens and blacks, yellow, old rose, etc. These goods retail everywhere at 65c a yard. In this sale our price will be..... **38c**

STRIPE ETAMINES, in plain colors only, such as blues, greens and blacks. This is a new and stylish fabric, regular 60c goods. During this sale our price will be, while they last..... **40c**

MERCERIZED STRIPE SICILIANS, new and popular fabric for evening wear. We have them in all the newest shades and colorings, and for this sale we sell these 60c novelties at..... **40c**

SILK AND LINEN Tissue Dress Goods. We are showing a most complete line of these ever popular fabrics. Below we quote a few of the special reductions:

ALL OF OUR 75c Silk and Linen Dress Goods, in embroidered stripes, in all colors. During this sale our price will be..... **37c**

ALL OF OUR 85c and 1.00c Novelties, including the very latest imports, such as Colored Tussor, Silk Tissues, Dentelle Riche, Silk and Linen Tissues, we will sell during this sale at the specially reduced price of..... **65c**

SILK BATISTES, in all the popular shades, including whites, blacks, pinks, greens, tans, blues, reds, yellows, etc. These goods are regularly sold at 50c and 60c a yard. Our price during this sale will be..... **38c**

Hemstitched Sets. A handsome line of 2x3-yard Hemstitched Sets, with 21-inch Napkins, worth \$17.00, for \$12.35 a set. A beautiful H. S. set, with 22-inch Napkins, Roman border and floral design, a regular \$20.00 set, for..... **13.95**

Another equally handsome line, 2x3 yards long, worth \$21.00 a set, for..... **14.75**

A 2 1/2 x 2 1/2-yard set, with 22-inch Napkins to match, worth \$25.00. This set has drawn work, including hemstitching, for..... **22.00**

Another line, 2 1/2 x 2 1/2-yard set, worth \$22.00, for..... **14.75**

A cut on every hemstitched set. A beautiful assortment of hemstitched goods at prices never before offered.

HOUSE FURNISHINGS.

Special Sale.

Read carefully the following items, guaranteed genuine bargains—basement section:	
2x12 worsted face Wilton Rugs, for.....	\$35.00
\$22.00 Baby Go-carts, for.....	\$13.95
\$5.00 Rope Port-tiers, each.....	3.95
\$3.50 Shirt Waist Boxes, for.....	2.50
\$15.00 Elastic Felt Mattresses, for.....	10.00
Large size white and gray Fur Rugs.....	1.95
19-inch genuine Sumatra Jardinieres, for.....	1.95

Four Very Special Items in Lace Curtains. Pair for Genuine Embroidered Swiss Curtains, dainty effects, washable, durable, pretty chamber curtains, \$2.50 and \$3.00 values..... **\$1.95**

Pair Snowflake Drapery Curtains, in colors pink, blue, green. Decided novelties, and pretty summer draperies..... **\$1.25**

Pair for grand collection of parlor, library and dining curtains. Real Brussels thread, Point Lace, Real Arabian and Renaissance Arabian Laces with green and red applique; altogether a grand lot, and a big saving in price..... **\$5.95**

Pair for Double Thread Nottingham Curtains. Fish Net and Madras effects; also exact reproductions of fine French Curtains; seven patterns to choose from; many of the styles originally sold for \$2.25 pair..... **\$2.25**

Reaching Through the Entire Linen, Domestic and Wash Goods Line. Beginning Monday and Continuing Throughout the Week. Our low Prices Decidedly Cut.

Again the modern store of Keith-O'Brien Company will appeal to thousands of homes at an opportune time, when wardrobes need replenishing for the summer; when bedroom and table linen drawers need refilling; when the supply of toweling is perhaps low—practical, beautiful, serviceable fabrics. First of all, it is a presentation of materials that the best manufacturers in the country have produced; second, the prices were already low, but have been fearlessly reduced to the lowest possible point for which dependable goods can be sold. The sale has been carefully thought out—every detail which has bearing on the final success of the sale has been considered—the stock carefully examined—exceeding care taken in marking down the lines. It must be a pleasure to know that the sale is reliable; to know that there is no carried-over stock, no shelf-worn stuff; to know that the salespersons will be pleasant in showing the line; that the wife of the workman will be as courteously waited upon as will be the lady who drives down in her carriage.

White goods suitable for dresses and waists in India linens, embroidered swisses, embroidered lawns, Persian lawns, French organdies, oxfords, colored linens and other desirable fabrics are included, considerable of which is suitable for commencement and confirmation gowns.

Bedspreads.

A clearing out of all our bed spreads at greatly reduced prices. Every bed spread is marked down.

A SUMMER WEIGHT CROCHET spread, worth 90c each, during this sale we will dispose of this line at..... **47c** apiece

WE WILL SACRIFICE OUR \$1.50 and \$1.25 spreads. No better value ever offered for the money for, each..... **94c**

OUR \$1.80 CROCHET BEDSPREAD will be placed on sale for, each..... **1.20**

ANOTHER BEAUTIFUL LINE of crocheted bed spreads, worth \$2.00 each, for..... **1.45** each

A CUT CORNER, crocheted fringed bed spread, something new and very stylish, in small figures and Persian designs. This is a very popular fabric for Midsummer Dresses. Our price during this sale reduced from 30c to 25c..... **22c**

A 22-IN. NAPKIN, usually sold for \$1.50 per dozen. Only a few of these goods left..... **\$1.08** dozen

A 5-8 EXTRA HEAVY NAPKIN, worth \$1.40 dozen; sale price..... **\$1.05** dozen

AN EXTRA HEAVY 20-inch napkin, a regular \$1.50 value, for..... **\$1.20** dozen

A 20-IN. BLEACHED DICE NAPKIN, worth \$1.20 dozen..... **\$1.20** dozen

A FINE 23x23-inch SCOTCH NAPKIN, regular \$2.50 value..... **\$1.88** dozen

A 24-IN. IRISH LINEN NAPKIN, worth \$2.25; special..... **\$2.50** dozen

STILLER'S silver bleached 22-in. napkins, regularly sold for \$3.00, during the sale..... **\$2.38** dozen

We also have a large number of half dozen which we will place on sale at specially reduced prices.

Full Bleached Damask. A 66-IN. FULL BLEACHED DAMASK, spot and floral designs; our price, per yard, is 75c; during this sale..... **59c**

OUR BEAUTIFUL MERCERIZED DAMASKS, 50-in. wide, regular price 65c; during this sale..... **55c**

ANOTHER LINE of mercerized goods, worth 80c yard, 66-in. wide, scroll and floral designs, yard..... **67 1/2c**

SAME LINE of mercerized damask 72-in. wide, scroll and floral designs, yard..... **72c**

The patterns in this line are especially attractive.

FULL 72-inch table damask, regularly sold for 95c yard; only a few bolts left; sale price..... **57 1/2c**

OUR REGULAR LINE of 1 1/2 yard bleached double satin damask, in all choice patterns; during this sale..... **95c**

WHITE GOODS DEPARTMENT.

We are showing the most complete line of White Goods ever seen in this city. Our stock comprises all new, clean goods. No seconds or imperfect weaves. For this sale we will reduce prices so as to defy competition. Below we give in detail a few of the special bargains:

White India Linons. 23-inch White India Linon, 12 1/2c quality..... **9c**

31-inch White India Linon, 15c quality..... **11c**

31-inch White India Linon, 20c quality..... **16c**

31-inch White India Linon, 25c quality..... **20c**

36-inch White India Linon, 30c quality..... **24c**

36-inch White India Linon, 35c quality..... **29c**

36-inch White India Linon, 40c quality..... **33c**

White Persian Lawns. All new, clean goods. Just the fabric for midsummer Dresses. Note the prices at this sale:

31-inch White Persian Lawn, 25c quality..... **18c**

31-inch White Persian Lawn, 30c quality..... **22c**

31-inch White Persian Lawn, 35c quality..... **26c**

COLORED PERSIAN LAWNS AND COLORED FRENCH ORGANDIES. 31-inch Silk Finish Persian Lawns, in all shades, pinks, blues, tans, greens, canaries, etc., our 30c quality..... **21c**

Our 35c and 40c qualities at..... **26c**

31-inch Colored French Organdies in all the latest and most wanted shades, including pinks, blue, green, tan, yellow, etc.; our 25c and 30c qualities, at..... **20c**

Our 35c and 40c qualities at..... **28c**

CORDED SILK DOT BATISTE—In all the latest and newest shades, very suitable for midsummer street dresses. Our price during this sale on this imported novelty WAS 65c; reduced to..... **48c**

White French Organdies.

We have the largest and most complete stock of this very popular fabric ever shown in this city. Note our prices on these fine goods: 65-inch French Organdies, our 50c and 60c qualities, at..... **41c**

63-inch French Organdies, our 75c and 85c qualities, at..... **56c**

63-inch French Organdies, our \$1 and \$1.25 qualities, at..... **78c**

63-inch French Organdies, our \$1.50 and \$1.75 qualities, at..... **\$1.20**

BLACK AND PLAIN COLORED LAWNS, ORGANDIES AND INDIA LINONS. We are showing a complete line of Black India Linons and Lawns, Colored Lawns, Colored Organdies and Colored Persian Lawns. Below we quote a few of the special cut prices:

27-inch Black India Linons, our 12 1/2c quality, at..... **9c**

30-inch Black India Linon, our 15c quality, at..... **11c**

30-inch Black India Linon, our 20c quality, at..... **14c**

30-inch Black India Linons, our 25c and 30c qualities, at..... **21c**

French and English Nainsooks. We carry a complete line of this fine fabric, and recommend it for ladies' fine undergarments. Our prices during this sale on fine goods are bound to please:

36-inch English Nainsook, our 20c quality, at..... **22c**

36-inch English Nainsook, our 30c quality, at..... **30c**

36-inch English Nainsook, our 40c quality, at..... **38c**

36-inch French Nainsook, our 50c quality, at..... **35c**

Special Cut Prices. INDIA DIMITIES—We carry the largest line of imported India dimities in the city. During this sale we will offer all of our lines of imported and domestic white dimities at prices remarkable in point of reduction:

31-in. India dimities, in stripes and checks, regular 25c and 30c goods, at..... **19c**

31-in. India dimities, the very best makes, all designs, stripes, checks, etc., etc., our 25c, 45c quality, at..... **29c**

English Longcloths.

Special for this sale. Twelve-yard bolts: \$1.25 quality English Long Cloth at..... **1.00**

\$1.50 quality English Long Cloth at..... **1.20**

\$2.00 quality English Long Cloth at..... **1.65**

\$2.50 quality English Long Cloth at..... **1.98**

\$3.00 quality English Long Cloth at..... **2.20**

MULL CHIFFONS—This is a new fabric and we can recommend it for durability and wear. Below we quote a few special reductions from our immense stock:

48-in. Mull Chiffon, our 65c quality, at..... **55c**

48-in. Mull Chiffon, our 75c quality, at..... **62c**

48-in. Mull Chiffon, our \$1.00 and \$1.25 quality, at..... **70c**

48-in. Mull Chiffon, our \$1.00 and \$1.25 quality, at..... **85c**

SILK MULLS—Below we quote a few special cut prices on this popular fabric:

46-in. White Silk Mull, our 85c and 90c quality, at..... **68c**

46-in. White Silk Mull, our \$1.00 and \$1.25 quality, at..... **85c**

WHITE NAINSOOKS—We are showing an excellent line of English, French and domestic nainsooks. Note the special prices during this sale:

36-in. Domestic Nainsook, our 20c quality, at..... **14c**

36-in. Domestic Nainsook, our 15c quality, at..... **16c**

36-in. Domestic Nainsook, our 30c quality, at..... **22c**

EMBROIDERED SILK DOT BATISTES—31-in. wide, very suitable for reception and evening dresses, in all the popular shades, such as blues, pinks, tans, grays, yellows and white. During this sale the price of the fabric will be reduced from 50c to..... **35c**

Bath Towels.

A sweeping reduction in all towels. A range of bath towels for 5c, 6c, 7c, 8c, 11c, 14c.

A 20x60-in. unbleached bath towel, worth 40c each; special during this sale..... **12 1/2c**

An extra large bleached fringed bath towel, worth 50c; special during this sale..... **32 1/2c**

20 dozen extra large and extra heavy hemmed bath towels, cheap at 60c apiece; a snap during this sale, each..... **35c**

A large extra heavy hemmed bath towel, worth 45c; special during this sale—something very special, each..... **27 1/2c**

Huck Towels.

Large sized fringed huck towel, worth 10c; special for this sale, each..... **6c**

A large crocheted towel, worth 12 1/2c; reduced to, each..... **8 1/2c**

All 12 1/2c huck towels specially reduced for this sale, at, each..... **10c**

A very large assortment of towels at various prices, reduced to, each..... **17 1/2c**

Another large assortment of towels, specially reduced, for this sale..... **22c**

All 45c and 50c huck towels reduced to..... **35c**

Numerous other reductions made. In fact, everything in the stock reduced.

An all-linen 13-inch unbleached Russia crash, worth 10c yard, during this sale..... **7c**

A full bleached 18-inch absorbent crash, splendid for roller towels, special for this sale..... **7c**

A splendid quality of Stevens' crash, 16 inches wide, worth 8c yard; during this sale..... **5c**

17-inch glass toweling, in red and white, blue and white, red, white and blue checks, large or small, a regular 9c value, can be had during this sale only..... **5c**

An all-linen bleached huck toweling, 24 inches wide, extra heavy and made from selected material, a regular 25c value; during this sale..... **17c**

An all-linen 18-inch toweling, extra heavy width, colored border, regular 20c quality, special..... **15c**

An 18-inch huck toweling, worth 12c a yard, special for this sale..... **8c**

A 16-inch all-linen Dundee crash, unbleached, a regular 12 1/2c value; during this sale..... **9c**

An extra heavy 20-inch unbleached all-linen Dundee crash, sold everywhere for 15c. You can buy it during this sale..... **10c**

An 18-inch extra heavy all linen toweling, with colored border, worth 22c a yard. A special bargain during this sale only..... **16c**

Special reductions on every piece of toweling in this, the largest and best assorted stock in the city.

We also carry a large assortment of toweling in beautiful patterns, especially suitable for dresser scarfs, from 15c to 50c a yard. Ask to see this line of goods.

These bargains are well worth your careful consideration, because the above mentioned goods will be found to be exactly as represented, in quality and width.

Our prices are as elegant as are the patterns in the new line of embroideries from last week's sale, which we offer to the public for mere nothing. We nearly gave them away last week—will nearly give them away this week. It is a line of embroideries elegant enough to suit the most fastidious taste—certainly suitable for the dearest of children's dresses in Swiss, Nainsooks and Hamburgs. The widths range from six to eighteen inches, with insertings three to six-inch wide work to match. There are three lots, and the prices run—

23, 33 and 43 Cents.

While regular prices are 50 cents to \$2.50. Only a few of the all-over embroidery waists are left. The patterns run from—

\$3.50 to \$6.50.

Visit the department and see baskets of remnants—the finest line of remnants at the smallest prices you ever saw, and the best part of it is it contains proper designs and lengths for infant yokes and little child garments of any description.

Unbleached Damasks.

A 50-IN. UNBLEACHED DAMASK, floral designs, usually sold for 35c yard; sale price, yard..... **19c**

A FULL 72-IN. UNBLEACHED DAMASK, worth 60c yard; sale price..... **39c**

A heavy-weight UNBLEACHED DAMASK—Our price regularly, yard, 60c. For this sale..... **40c**

58-IN. LOOM DICE DAMASK, worth 55c; for this sale, only..... **38c**

64-IN. HALF BLEACHED DAMASK, worth 70c; for..... **52 1/2c**

Full 70-in. SILVER BLEACHED DAMASK, worth 75c; sale price..... **62c**

A VERY FINE half-bleached damask, chrysanthemum pattern, etc., worth \$1.20, for..... **88c**

STILLER'S 60-in. silver bleached damask, with striped border, worth \$1.20; sale price..... **88c**

STILLER'S \$1.40 silver bleached dice damask, 72-in. wide..... **1.05**

Turkey Red Damask. 58-IN. TURKEY RED DAMASK, a regular 40c damask, special, yard..... **25c**

60-IN. TURKEY RED AND WHITE damask, regular 45c damask; special, yard..... **28c**

60-IN. TURKEY RED DAMASK, regular 50c damask, special, yard..... **35c**

60-IN. TURKEY RED in tans, blue and white check and red and white check, yard..... **44c**

72-IN. TURKEY RED DAMASK, in all colors, and positively the best goods made, regular \$1.25 damask, for, yard..... **82 1/2c**

Sheets and Pillow Slips. Ivory Sheet, 63x90, regularly sold at 57 1/2c—

Special Sale—45c. Royal Sheet, 63x90, regularly sold at 55c—

Special Sale—44c. K.-O.B. Special, 72x90, regularly sold at 60c—

Special Sale—47 1/2c. K.-O.B. Special, 81x90, regularly sold at 65c—

Special Sale—49c. Linen Finish, 81x90, regularly sold at 57 1/2c—

Special Sale—46c. Westchester, 81x90, regularly sold at 60c—

Special Sale—54c. Saxon, 81x90, regularly sold at 60c—

Special Sale—61c. Saxon, 81x90, regularly sold at 62 1/2c—